

**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1. (currently amended) A method for generating ~~Burst-~~  
~~messages and displaying at least one Bursting-message~~ on  
[[a]] user's Web-terminal, while [[a]] the user browses a  
Web-site from said Web-terminal, said method comprising:

- a) conveying to [[the]] user's Web-terminal a web page  
in conjunction with a software component in  
conjunction with one or more Web-pages of a Web-site  
for enabling Burst-messages generating at least one  
Bursting-message on said user's Web-terminal;
- b) ~~determining an identification of said user~~ conveying  
content of said at least one Bursting-message by  
means of said software component to said user's Web-  
terminal, said content being conveyed in conjunction  
with the corresponding code that enables generating  
said at least one Bursting-message; [[and]]
- c) ~~sending data required for generating a Burst message~~  
~~on said Web terminal to the Web terminal of said~~  
~~identified user, said data including content code for~~  
~~executing the Burst message on said Web terminal~~  
filling an existing Web-page overlayer with said  
content of said at least one Bursting-message and  
with said corresponding code, or creating a Web-page  
overlayer and then filling it with said content and  
with said corresponding code; and
- d) generating said at least one Bursting-message by  
executing said corresponding code, said at least one  
Bursting-message being displayed to the user within  
said overlayer of said Web-page on said user's Web-

terminal.

2. (currently amended) [[A]] The method according to claim 1, further comprising ~~including as part of said Burst message,~~ providing a portion of the corresponding code for allowing the user to interact with [[the] at least one Burst-message.
3. (currently amended) [[A]] The method according to claim 1 ~~[[or 2]], wherein said Burst message is generated by executing said code~~ further comprising gathering data from said user's Web-terminal.
4. (currently amended) [[A]] The method according to claim 1 ~~[[or 2]], including sending the data required for generating a Burst message to said Web terminal~~ further comprising conveying at least one of: the software component, content of at least one Bursting-message and corresponding code to user's Web-terminal during time periods when no other data is downloaded into conveyed to said user's Web-terminal from said Web-site.
5. (currently amended) [[A]] The method according to claim ~~[[1]]~~ 3, further comprising ~~storing said sent data in said Web terminal prior to the rendering of said Burst message~~ conveying the content of the at least one Bursting-message according to the data gathered from said user's Web terminal by means of the conveyed software component.
6. (currently amended) [[A]] The method according to claim ~~[[2]]~~ 1, ~~wherein said Burst message provides~~

~~respective links to one or more Web site(s)~~ further comprising providing links to one or more Web-sites by means of the at least one Bursting-message.

7. (currently amended) [[A]] The method according to claim 1, including sending further comprising conveying the data required for generating a Burst message to said Web terminal and displaying the at least one Bursting-message in response to execution of the corresponding code filled within the a software component embedded in a Web-page overlayer of said Web site, browsed by said user.

Claim 8 (canceled).

9. (currently amended) [[A]] The method according to claim 1 [[or 2]], wherein further comprising providing the data required for generating a Burst message is any and displaying the at least one Bursting-message as one or more of the following: corresponding code, multimedia data and textual data.

10. (currently amended) [[A]] The method according to claim 9, wherein said Burst message is generated on said Web terminal further comprising generating the at least one Bursting-message by at least one of: executing said software component the corresponding code and rendering one or more components of said the multimedia data.

Claims 11-13 (canceled).

14. (currently amended) [[A]] The method according to

claim 1 [[or 2]], ~~wherein said Burst message is~~  
further comprising providing the at least one  
Bursting-message as interactive or passive Bursting-  
message.

15. (currently amended) [[A]] The method according to  
claim 1 [[or 2]], ~~wherein said Burst message is~~  
~~terminated as a result of~~ further comprising  
terminating the at least one Bursting-message upon a  
predefined event.
16. (currently amended) [[A]] The method according to  
claim 1 [[or 2]], ~~wherein said Burst message is~~  
~~terminated as a result of~~ further comprising  
terminating the at least one Bursting-message upon  
an input from [[said]] the user.
17. (currently amended) [[A]] The method according to  
claim 1 [[or 2]], ~~wherein said Burst message~~  
~~comprises~~ further comprising providing the at least  
one Bursting-message with one or more entertainment  
components.
18. (currently amended) [[A]] The method according to  
claim 1 [[or 2]], ~~wherein said Burst message~~  
~~comprises~~ further comprising providing the at least  
one Bursting-message with one or more advertising  
components.
19. (currently amended) [[A]] The method according to  
claim 1 [[or 2]], ~~wherein said Burst message~~  
~~comprises~~ further comprising providing the at least  
one Bursting-message with one or more chat

components.

20. (currently amended) A system for generating ~~Burst-~~  
~~messages~~ and displaying at least one Bursting-message on  
user's Web-terminal, while the user browses a Web-site from  
said Web-terminal, said system comprising:

- a) a web-terminal for browsing a Web-site that  
contains one or more Web-pages;
- b) a Web-server for storing files required for  
[[the]] operation of [[a]] said Web-site, ~~for~~  
~~identifying a Web-terminal browsing said Web-site~~  
~~by an IP address of said web-terminal;~~ and
- c) a Burst-server for:

- c.1. storing a software component to be  
conveyed to said Web-terminal in conjunction  
with said one or more Web-pages of said Web-  
site for generating at least one Bursting-  
message on said Web-terminal; and ~~Burst-~~  
~~messages data and being responsive to a~~  
~~request from or on behalf of the Web-terminal~~  
~~for sending, said software component and~~  
~~Burst messages data including content and code~~  
~~to the Web-terminal for generation of said~~  
~~Burst messages on said Web-terminal~~

- c.2. storing content of said at least one  
Bursting-message to be conveyed to said Web-  
terminal by means of said software component  
in conjunction with a corresponding code that  
is used for generating said at least one  
Bursting-message and displaying it on said  
user's Web-terminal, said content and  
corresponding code to be filled and displayed  
to the user within an overlayer of the Web-

page of said Web-site.

21. (currently amended) [[A]] The system according to claim 20, wherein ~~said~~ the Web-terminal is a computer.
22. (currently amended) [[A]] The system according to claim 20, wherein ~~said~~ the Web-terminal is a set-top box.
23. (currently amended) [[A]] The system according to claim 20, wherein ~~said~~ the Web-terminal is a device able to execute DHTML (Dynamic HTML) pages.
24. (currently amended) The system method according to claim ~~[[1]]~~ 20, wherein the software component ~~sent to the Web-terminal is adapted to execute more than one Burst message~~ gathers data from the Web-terminal to which it is conveyed.
25. (currently amended) The method according to claim 4, further comprising deriving the ~~wherein said~~ time periods ~~are derived by executing a software component~~ the corresponding code embedded ~~[[in]]~~ within the ~~[[a]] Web-page of the Web-site browsed by said user.~~
26. (currently amended) ~~A method for generating Burst messages on a Web-terminal while a user browses a Web-site from said Web-terminal~~ The system according to claim 20, wherein the corresponding code is stored within the Burst-server to be conveyed to the Web-terminal or is provided within the corresponding Web-page of the Web-site ~~said method comprising.~~

- a) ~~downloading to the Web terminal a web page in conjunction with a software component for enabling Burst messages; and~~
- b) ~~downloading data required for generating a Burst message on said Web terminal, said data including content and code for executing the Burst message on said Web terminal.~~

27. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, wherein the user further comprising interacting interacts with the Burst message using code included as part of said Burst message code at least one Bursting-message.

28. (currently amended) The method according to claim ~~[[26]]~~ 1, ~~wherein said Burst message further comprising providing the corresponding code includes at least one of as JavaScript and VBS or VB (Visual Basic) script.~~

29. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, ~~including downloading the data required for generating a Burst message to said wherein at least one of the software component, content of at least one Bursting-message and corresponding code is conveyed to the Web-terminal during time periods when no other data is downloaded into conveyed to said Web-terminal from said Web-site.~~

30 (currently amended) The ~~method~~ system according to claim 29, wherein said time periods are derived by executing ~~a software component~~ the corresponding

code embedded ~~[[in a]]~~ within the Web-page overlayer of the Web-site browsed by said user.

31. (currently amended) ~~A method~~ The system according to claim ~~[[26]]~~ 20, ~~further comprising storing said sent data in said Web terminal prior to rendering of said Burst message~~ wherein the corresponding code is JavaScript or VB (Visual Basic) script.
32. (currently amended) ~~A method~~ The system according to claim ~~[[27]]~~ 20, wherein ~~said Burst message provided~~ the at least one Bursting-message provides respective links to one or more Web-site(s).
33. (currently amended) ~~A method~~ The system according to claim ~~[[29]]~~ 24, wherein ~~downloading the data required for generating a Burst message to said Web terminal includes executing a software component embedded in a Web page of the Web site browsed by said user~~ the at least one Bursting-message is conveyed to the Web-terminal according to the data gathered by means of the software component.

Claim 34. (canceled)

35. (currently amended) ~~The method~~ system according to claim ~~[[26]]~~ 20, wherein the data required for generating ~~a Burst message~~ and displaying the at least one Bursting-message is ~~[[any]]~~ one or more of the following: corresponding code, multimedia data and textual data.



36. (currently amended) ~~A method~~ The system according to claim 35, wherein ~~said Burst message~~ the at least one Bursting-message is generated on ~~[[said]]~~ the Web-terminal by at least one of: executing ~~said software component~~ the corresponding code and rendering one or more components of said multimedia data.
37. (currently amended) The method according to claim ~~[[26]]~~ 1, ~~wherein said~~ further comprising providing the Web-terminal ~~[[is]]~~ as a computer.
38. (currently amended) The method according to claim ~~[[26]]~~ 1, ~~wherein said~~ further comprising providing the Web-terminal ~~[[is]]~~ as a set-top box.
39. (currently amended) The method according to claim ~~[[26]]~~ 1, ~~wherein said~~ further comprising providing the Web-terminal ~~[[is]]~~ as a device able to execute ~~[[a]]~~ DHTML page (Dynamic HTML) pages.
40. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, wherein ~~said Burst message~~ the at least one Bursting-message is interactive or passive.
41. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, ~~including terminating the Burst message~~ wherein the at least one Bursting-message is terminated in response to a predefined event.
42. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, ~~including terminating the Burst message~~ wherein the at least one Bursting-message is

terminated in response to an input from ~~[[said]]~~ the user.

43. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, wherein ~~said Burst-message~~ the at least one Bursting-message comprises one or more entertainment components.

44. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, wherein ~~said Burst-message~~ the at least one Bursting-message comprises one or more advertising components.

45. (currently amended) The ~~method~~ system according to claim ~~[[26]]~~ 20, wherein ~~said Burst-message~~ the at least one Bursting-message comprises one or more chat components.

Claim 46. (canceled)

47. (currently amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for generating ~~Burst-message on a~~ and displaying at least one Bursting-message on user's Web-terminal, while ~~[[a]]~~ the user browses a Web-site from said Web-terminal, said method comprising:

- a) conveying to ~~[the]~~ user's Web-terminal a ~~web page software component~~ in conjunction with a software component for enabling Burst-messages one or more Web-pages of a Web-site for generating at least one Bursting-message on said user's Web-terminal;

- b) ~~determining an identification of said user; and on said Web terminal to the Web terminal of said identified user, said data including content and code for executing the Burst message on said Web terminal~~ conveying content of said at least one Bursting-message by means of said software component to said user's Web-terminal, said content being conveyed in conjunction with the corresponding code that enables generating said at least one Bursting-message; [[and]]
- c) ~~sending data required for generating a Burst message on said Web terminal to the Web terminal of said identified user, said data including content and code for executing the Burst message on said Web terminal~~ filing an existing Web-page overlayer with said content of said at least one Bursting-message and with said corresponding code, or creating a Web-page overlayer and then filling it with said content and with said corresponding code; and
- d) generating said at least one Bursting-message by executing said corresponding code, said at least one Bursting-message being displayed to the user within said overlayer of said Web-page on said user's Web-terminal.

Claim 48. (canceled)